Amendments to the Claims:

This listing of claims will replace all prior versions, and listing, of claims in the application.

1. (Currently Amended)   A computer-implemented interactive tool that can configure a portal, comprising:

a microprocessor;

a first user interface operable to manage the portal, wherein the portal contains at least one portlet to display one or more contents of a plurality of contents in a content repository;

a second user interface operable to manage personalization of the portal, wherein the second user interface displays a content selector hierarchy that contains a plurality of content selectors, wherein the at least one portlet is associated with a selected content selector [[each]] from the plurality of content selector selectors, and wherein each content selector of the plurality of content selectors can cause different content to be displayed on the at least one portlet based on dynamic evaluation of personalization rules;

~~wherein the portal operates to include a desktop that is a specific view of a portal that allows variations based on the characteristics of a visitor to a site and associated desktop resource that includes at least one of the following portal resources: a book, a page, a portlet, a shell, a look & feel, a theme, a menu, and a layout; and wherein portal resources are associated with the desktop manually~~.

2. (Previously Presented)   The interactive tool of claim 1, further comprising:

at least one user interface operable to manage one of: a desktop, a book, a page, a portlet, a shell, a look and feel, and a layout.

3. (Currently Amended)   The interactive tool of claim 1 wherein:

the portal contains a desktop that can be defined based on a template.

4. (Currently Amended)   The interactive tool of claim 1 wherein:

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the portal contains a desktop that is a user-specific view of a portal.

5. (Previously Presented)   The interactive tool of claim 1, further comprising:

a third user interface operable to manage a desktop; and

wherein the third user interface can render a preview of the desktop.

6. (Currently Amended)   The interactive tool of claim 1 wherein:

the portal can be depicted graphically as a hierarchy of [[the]] at least one portal resources.

7. (Previously Presented)   The interactive tool of claim 1 wherein:

the first user interface includes a context-sensitive editor.

8. (Previously Presented)   The interactive tool of claim 1 wherein:

the first user interface includes a hierarchy browser.

9. (Previously Presented)   The interactive tool of claim 1, further comprising:

an entitlement determines what capabilities are available to a portal visitor for the at least one resources.

10. (Previously Presented)   The interactive tool of claim 1, further comprising:

an entitlement is based on a user role.

11. (Previously Presented)   The interactive tool of claim 1, further comprising:

a third user interface operable to manage content; and

wherein content is part of a virtual content repository (VCR).

12. (Previously Presented)   The interactive tool of claim 11 wherein:

the third user interface allows a user to modify the VCR by dragging and dropping graphical objects representing VCR nodes.

13. (Currently Amended)   The interactive tool of claim 1 wherein:

[[a]] the at least one portlet can dynamically present content.

14. (Previously Presented)   The interactive tool of claim 1, further comprising:

a fourth user interface operable to manage entitlements for at least one portal resource; and

wherein an entitlement determines what capabilities are available to a portal visitor for the at least one resources.

15. (Previously Presented)   The interactive tool of claim 1 wherein:

the second user interface is operable to manage a content placeholder.

16. (Previously Presented)   The interactive tool of claim 1 wherein:

the second user interface is operable to manage a content selector.

17. (Previously Presented)   The interactive tool of claim 1, further comprising:

a fifth user interface operable to manage delegated administration.

18-32. (Canceled).

33. (Currently Amended)   A method for configuring a portal, comprising:

providing a first user interface operable to manage the portal, wherein the portal contains at least one portlet to display one or more contents of a plurality of contents in a content repository;

providing a second user interface operable to manage personalization of the portal, wherein the second user interface displays a content selector hierarchy that contains a plurality of content selectors, wherein the at least one portlet is associated with a selected content selector from the plurality of content selectors, and wherein each content selector of the plurality of content selectors can cause different content to be displayed on the at least one portlet based on dynamic evaluation of personalization rules

~~associating the second user interface with a content selector hierarchy that contains a plurality of content selectors that can cause different content to be displayed based on dynamic evaluation of personalization rules; and~~

~~wherein the portal operates to include a desktop that is a specific view of a portal that allows variations based on the characteristics of a visitor to a site and associated desktop resource that includes at least one of the following portal resources:, a book, a page, a portlet, a shell, a look & feel, a theme, a menu, and a layout; and wherein portal resources are associated with the desktop manually.~~

34. (Previously Presented)   The method of claim 33, further comprising:

providing at least one user interface operable to manage one of: a desktop, a book, a page, a portlet, a shell, a look and feel, and a layout.

35. (Currently Amended)   The method of claim 33 wherein:

the portal contains a desktop that can be defined based on a template.

36. (Currently Amended)   The method of claim 33 wherein:

the portal contains a desktop that is a user-specific view of a portal.

37. (Previously Presented)   The method of claim 33, further comprising:

providing a third user interface operable to manage a desktop; and

wherein the third user interface can render a preview of the desktop.

38. (Original) The method of claim 33 wherein:

the portal can be depicted graphically as a hierarchy of the at least one portal resources.

39. (Original) The method of claim 33 wherein:

wherein the first user interface includes a context-sensitive editor.

40. (Original) The method of claim 33 wherein:

the first user interface includes a hierarchy browser.

41. (Previously Presented)   The method of claim 33, further comprising:

an entitlement determines what capabilities are available to a portal visitor for the at least one resources.

42. (Previously Presented)   The method of claim 33, further comprising:

an entitlement is based on a user role.

43. (Previously Presented)   The method of claim 33, further comprising:

providing a third user interface operable to manage content; and

wherein content is part of a virtual content repository (VCR).

44. (Original) The method of claim 43 wherein:

the third user interface allows a user to modify the VCR by dragging and dropping graphical objects representing VCR nodes.

45. (Original) The method of claim 33 wherein:

a portlet can dynamically present content.

46. (Previously Presented)   The method of claim 33, further comprising:

providing a fourth user interface operable to manage entitlements for at least one portal resource; and

wherein an entitlement determines what capabilities are available to a portal visitor for the at least one resources.

47. (Previously Presented)   The method of claim 33 wherein:

the second user interface is operable to manage a content placeholder.

48. (Previously Presented)   The method of claim 33 wherein:

the second user interface is operable to manage a content selector.

49. (Previously Presented)   The method of claim 33, further comprising:

    providing a fifth user interface operable to manage delegated administration.

50. (Currently Amended)   A machine readable medium having instructions stored thereon that when executed by a processor cause a system to:

    provide a first user interface operable to manage the portal, wherein the portal contains at least one portlet to display one or more content of a plurality of contents in a content repository;

    provide a second user interface operable to manage personalization of the portal, wherein the second user interface displays a content selector hierarchy that contains a plurality of content selectors, wherein the at least one portlet is associated with a selected content selector from the plurality of content selectors, and wherein each content selector of the plurality of content selectors can cause different content to be displayed on the at least one portlet based on dynamic evaluation of personalization rules

    ~~associate the second user interface with a content selector hierarchy that contains a plurality of content selectors that can cause different content to be displayed based on dynamic evaluation of personalization rules; and~~

    ~~wherein the portal operates to include a desktop that is a specific view of a portal that allows variations based on the characteristics of a visitor to a site and associated desktop resource that includes at least one of the following portal resources: a book, a page, a portlet, a shell, a look & feel, a theme, a menu, and a layout; and wherein portal resources are associated with the desktop manually.~~

51. (Previously Presented)   The machine readable medium of claim 50, further comprising instructions that when executed cause the system to:

    at least one user interface operable to manage one of: a desktop, a book, a page, a portlet, a shell, a look and feel, and a layout.

52. (Currently Amended)   The machine readable medium of claim 50 wherein:

    the portal contains a desktop that can be defined based on a template.

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53. (Currently Amended)   The machine readable medium of claim 50 wherein:

the portal contains a desktop that is a user-specific view of a portal.

54. (Previously Presented)   The machine readable medium of claim 50, further comprising instructions that when executed cause the system to:

provide a third user interface operable to manage a desktop; and

wherein the third user interface can render a preview of the desktop.

55. (Original) The machine readable medium of claim 50 wherein:

the portal can be depicted graphically as a hierarchy of the at least one portal resources.

56. (Original) The machine readable medium of claim 50 wherein:

wherein the first user interface includes a context-sensitive editor.

57. (Original) The machine readable medium of claim 50 wherein:

the first user interface includes a hierarchy browser.

58. (Previously Presented)   The machine readable medium of claim 50, further comprising:

an entitlement determines what capabilities are available to a portal visitor for the at least one resources.

59. (Previously Presented)   The machine readable medium of claim 50, further comprising:

an entitlement is based on a user role.

60. (Previously Presented)   The machine readable medium of claim 50, further comprising instructions that when executed cause the system to:

provide a third user interface operable to manage content; and

wherein content is part of a virtual content repository (VCR).

61. (Original) The machine readable medium of claim 60 wherein:

the third user interface allows a user to modify the VCR by dragging and dropping graphical objects representing VCR nodes.

62. (Original) The machine readable medium of claim 50 wherein:

a portlet can dynamically present content.

63. (Previously Presented) The machine readable medium of claim 50, further comprising instructions that when executed cause the system to:

provide a fourth user interface operable to manage entitlements for at least one portal resource.

64. (Previously Presented) The machine readable medium of claim 50 wherein:

the second user interface is operable to manage a content placeholder.

65. (Previously Presented) The machine readable medium of claim 50 wherein:

the second user interface is operable to manage a content selector.

66. (Previously Presented) The machine readable medium of claim 50, further comprising instructions that when executed cause the system to:

provide a fifth user interface operable to manage delegated administration.

67. (Cancel).

68. (Cancel).

69. (New) The interactive tool of claim 1, wherein:

the personalization rules for each of the plurality of content selectors contains natural language phrases that are editable using a context-sensitive editor, wherein the context-sensitive editor allows a user to change any pre-selected highlighted phrase in the personalization rules for each content selector.

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70. (New)   An interactive tool that can configure a portal, comprising:

a first user interface operable to manage the portal;

a second user interface operable to manage personalization of the portal for at least one portal resource, wherein the personalization of the portal is adapted to deliver personalized content to a user based on one or more criteria using at least one placeholder, wherein the at least one placeholder is associated with a placeholder definition in natural language phrases; and

a content management user interface operable to manage content in a virtual content repository (VCR), wherein the VCR is a hierarchical representation of a plurality of individual content repositories such that the plurality of individual content repositories appear and behave as a single content repository,

wherein the portal includes a desktop that includes at least one of: a book, a page, a portlet, a shell, a look and feel, and a layout;

and wherein the interactive tool runs on at least one processor.

71. (New)   The interactive tool of claim 70, further comprising:

a context-sensitive editor that allows a user to define and edit one or more placeholder rules that describe the placeholder definition for the placeholder, wherein the context-sensitive editor allows a user to select one or more highlighted natural phrases in the one or more placeholder rules and to assign different predefined values to the one or more highlighted natural phrases.

72. (New)   The interactive tool of claim 70, wherein:

the placeholder definition uses a plurality of user segments, wherein each one of the plurality of user segments provides dynamic classification of users based on one or more criteria.

73. (New)   The interactive tool of claim 72, further comprising:

a user interface to display a hierarchy of the plurality of user segments, wherein each of the plurality of user segments is associated with a user segment definition in natural language phrases that is editable by a context-sensitive editor.

74. (New)   The interactive tool of claim 70, further comprising:

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a user interface to edit a property associated with at least one content in the virtual content repository (VCR), wherein the property is used in the placeholder definition.

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